

## CLAIMS

What is claimed is:

1. A hand-held implement for writing or marking, comprising:
  - (a) a body and body flanges;
  - (b) a writing or marking instrument included in the body;
  - (c) a clip assembly, comprising:
    - (1) a rigid member for securably clasping a large volume of, or thick, material between the body and the rigid member without deformation or breaking of the rigid member, having a first end where material is held against the body, and a second end for manually pivoting the rigid member away from the body;
    - (2) a spring biasing said first end of the rigid member towards the body, said spring being sufficiently strong to grasp a large volume of, or thick, material between the first end of the rigid member and the body;
  - (d) a guide pin securing the clip assembly to the body flanges;
2. A hand-held implement for writing or marking as claimed in claim 1, wherein said clip assembly is permanently attached to the body of said hand-held implement.
3. A hand-held implement for writing or marking as claimed in claim 1, wherein the guide pin is elevated relative to the body.
4. A hand-held implement for writing or marking as claimed in claim 1, wherein said

spring is a helical coil spring.

5. A hand-held implement for writing or marking as claimed in claim 2, wherein the guide pin is elevated relative to the body.

6. A hand-held implement for writing or marking as claimed in claim 2, wherein said spring is a helical coil spring.

7. A hand-held implement for writing or marking as claimed in claim 1, wherein said guide pin comprises a tapered cylindrical element with a slit along its long axis.

8. A hand-held implement for writing or marking as claimed in claim 1, wherein said body flanges include one or more holes that receive the guide pin.

9. A hand-held implement for writing or marking as claimed in claim 1, wherein said rigid member contains at least one flange, which includes a hole that receives the guide pin.

10. A hand-held implement for writing or marking as claimed in claim 9, wherein said rigid member comprises a protrusion on the inner surface of said rigid member in proximity to the first end of said rigid member and in contact with the body when the clip assembly is at rest.

11. A hand-held implement for writing or marking as claimed in claim 1, wherein the first end of said rigid member has a maximum angular displacement of approximately 35 degrees relative to the body.

12. A hand-held implement for writing or marking as claimed in claim 1, wherein advertising is depicted on the surface of the rigid member, said advertising being viewable when the hand-held implement for writing or marking is within the user's garment pocket, is clasped to an anchoring point, or in the user's hand.

13. A hand-held implement for writing or marking as claimed in claim 2, wherein advertising is depicted on the surface of the rigid member, said advertising being viewable when the hand-held implement for writing or marking is within the user's garment pocket, is clasped to an anchoring point, or in the user's hand.

14. A hand-held implement, comprising:

(a) a body and body flanges;

(b) a clip assembly, comprising:

(1) a rigid member for securably clasping a large volume of, or thick, material between the body and the rigid member without deformation or breaking, having a first end where material is held against the body, and a second end for manually pivoting the rigid member away from the body;

(2) a spring biasing said first end of the rigid member towards the body,

said spring being sufficiently strong to grasp a large volume of, or thick, material between the first end of the rigid member and the body;

(c) a guide pin securing the clip assembly to the body flanges; and,

15. A hand-held implement as claimed in claim 14, wherein said hand-held implement is selected from the group consisting of a writing instrument, a laser pointer, a stylus pen, a multi-function writing instrument, a screwdriver, and a tire pressure gauge.

16. A hand-held implement as claimed in claim 15, wherein said clip assembly is permanently attached to the body of said hand-held implement.

17. A hand-held implement as claimed in claim 15, wherein the body includes a pair of body flanges, each of which contain a hole to receive said guide pin, wherein said guide pin comprises a tapered cylindrical element with a slit along its long axis, and said guide pin being elevated relative to the hand-held implement.

18. A hand-held implement as claimed in claim 15, wherein said spring is a helical coil spring.

19. A hand-held implement as claimed in claim 16, wherein the body includes a pair of body flanges, each of which contain a hole to receive said guide pin, wherein said guide pin comprises a tapered cylindrical element with a slit along its long axis, and said guide pin being

elevated relative to the hand-held implement.

20. A hand-held implement as claimed in claim 16, wherein said spring is a helical coil spring.

21. A hand-held implement as claimed in claim 15, wherein said rigid member contains at least one flange, which includes a hole that receives the guide pin.

22. A hand-held implement as claimed in claim 15, wherein the first end of said rigid member has a maximum angular displacement of approximately 35 degrees relative to the body of said hand-held implement.

23. A hand-held implement as claimed in claim 15, wherein advertising is depicted on the surface of the rigid member, said advertising being viewable when the hand-held implement for writing or marking is within the user's garment pocket, is clasped to an anchoring point, or in the user's hand.

24. A hand-held implement as claimed in claim 16, wherein advertising is depicted on the surface of the rigid member, said advertising being viewable when the hand-held implement for writing or marking is within the user's garment pocket, is clasped to an anchoring point, or in the user's hand.